

Subject: READ: Club Penguin Classic Closure Update

Date: Thursday, January 19, 2017 at 5:02:43 PM Pacific Standard Time

From: Ross, Katie

To: #DI GX GSR

CC: Axenty, Jeffrey, #DCPI GX Product Services

****As usual, the information in this email is for internal eyes/ears only****

Hi all,

The time is drawing nigh, it is hard to believe the closure announcement is next week!

For your information I have attached:

- Copy of the legally approved FAQs that will be Guest facing after the announcement as well as the auto-email for post announcement support and billing tickets

Current proposed timeline for January 25th:

9:30 a.m.

- Production will start to deploy the sunset process including sunset communication on the website, Help Site FAQs and Blog Post.
- Mobile Submissions will also remove IAP from CP App and update the app description in the app stores.

1:00 p.m.

- Free player and Members sunset email communication is slated for be sent (I will send out a copy as soon as possible)
- PlaySpan soft-cancel recurring subscriptions – this will allow access to the existing membership time and prevent any renewals. **** Cancellations will NOT give the automated email notification. All the details regarding email cancelation will be included in the sunset email.**

Coming Soon:

- Copy of the design of the website banner, the Blog script and email communications to Free players, Members and Parents ****the app will not be bannered, there will a message pop up if a person attempts to purchase membership**
- Guidelines when dealing with questions online or media inquiries
- Refund processes

I will continue to send updates to keep you guys in the loop. If you have any questions or concerns make sure to reach out to the CP SMEs.



****PENGUIN FLIPPER OF SOLIDARITY!!****

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